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For Immediate Release  
July 14, 2008

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## **Motorcycle Campaign Aims to Save Lives**

*Conspicuity Campaign Launches to Increase Motorcycle Visibility on Roadways*

**Tallahassee-** The Department of Highway Safety and Motor Vehicles (DHSMV), Florida Rider Training Program (FRTTP) and Tallahassee law enforcement join forces with area motorcyclists to launch a new motorcycle safety campaign. This statewide initiative will focus on promoting motorcycle visibility and safety in an effort to reduce fatalities on Florida's roadways. Research suggests that motorcyclists who make themselves more visible, or "conspicuous," are less likely to have their right-of-way violated by other vehicles on the roadways.

"Our primary focus is providing highway safety and security for all motorists on Florida roadways," says Electra Theodorides-Bustle, Executive Director for DHSMV. "During this effort, we encourage all motorcyclists to take the necessary precautions to ensure both visibility and safety when traveling, while promoting safe driving by all motorists."

To enhance visibility, motorcyclists are encouraged to wear brightly colored or reflective upper-torso apparel. It is also suggested that reflective strips, high beams and vibrant-colored decals be used on the motorcycle itself. Colors which offer little to no visibility on the roadways include: black, gray, beige and other neutrals.

"We are unified in our commitment to help keep Florida's motorists safe," said Colonel John Czernis, director, Florida Highway Patrol. "Messages such as these truly help save lives and reduce injuries on our roadways."

In a continued effort to promote safe riding, all motorcyclists in Florida are required by law to take and pass the Basic Rider Course for licensure and endorsement. This law went into effect July 1, 2008. Penalties for non-compliance can result in ticketing, fines, court mandates to attend the rider safety course or impounding of the motorcycle.

For more information about the Florida Department of Transportation funded Motorcycle Conspicuity campaign or how motorcyclists can increase their visibility on the roadways, visit [www.RideProudDressLoud.com](http://www.RideProudDressLoud.com).

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